

4.4 Case Study:

Zendesk

How does Zendesk write copy for its homepage? They use a plan like this:

1 Start with a goal

Get signups for its demo and trial. - This is what Zendesk needs to accomplish with its copy.



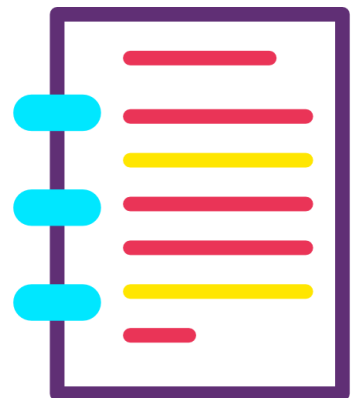
2 Identify the audience

Businesses with help desk needs, specifically help desk managers and decision makers at those companies - This is who Zendesk will write copy for.



3 Use clear and concise copy to:

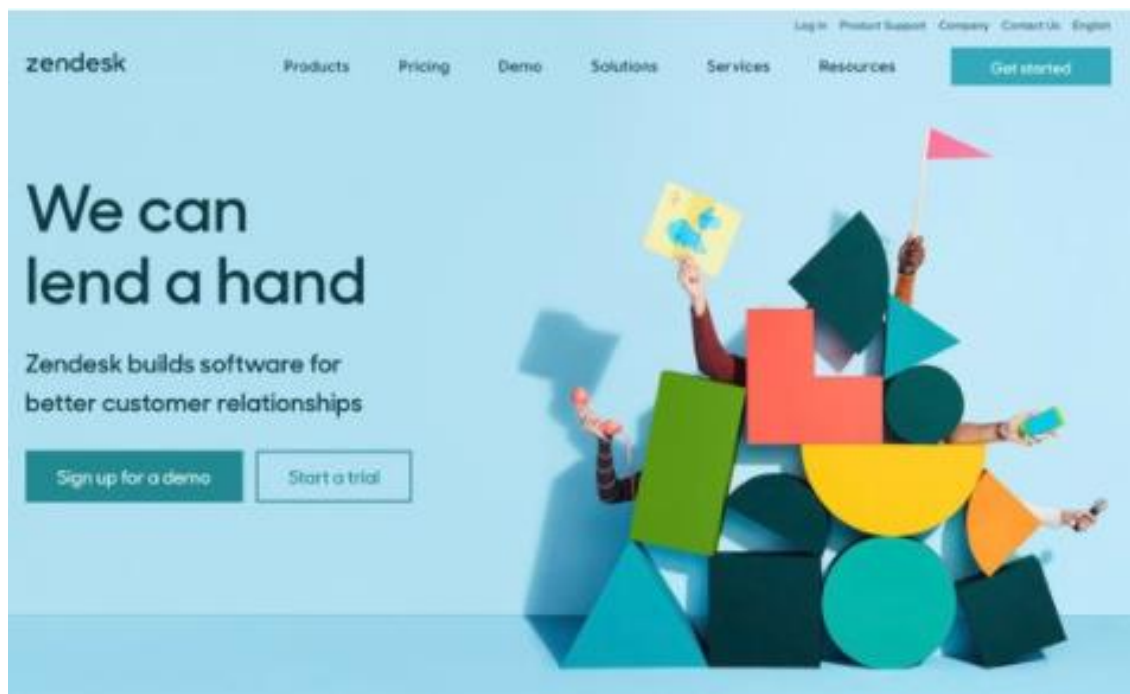
- Show they understand their audience's needs and challenges
- Introduce their solutions to help the audience meet those needs and overcome those challenges
3. Describe their solutions by emphasizing easy-to-understand benefits - These items are what Zendesk needs to write about.



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So as Zendesk writes its copy, they can also keep this in mind: any copy that doesn't help toward the goal, isn't for the audience, or isn't related to the audience's needs and challenges doesn't belong on the page.



At the top of their home page, Zendesk states:

*We can lend a hand [Translation: We want to help you...]
Zendesk builds software for better customer relationships [...and here's
what we do]*

It's short, clear, easy to read, and features 2 calls-to-action for visitors who are ready:

1. Sign up for a demo
2. Start a trail

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But this page is written with new visitors in mind who need more information. As they keep scrolling, they'll see a section promoting the 6 Zendesk products:



Working together is better

Our products allow businesses to be more reliable, flexible, and scalable. [Reinforces they're offering a B2B product and the goals they want to help businesses achieve]

They help improve communication and make sense of massive amounts of data. [States their benefits, focusing on 2 key areas]

Above all, they work together to help turn interactions into lasting relationships. [Reaffirms their goals and vision about relationship-building]

Each product links to its own dedicated page where further details can be found - not everything needs to be on the home page. Further down, Zendesk highlights important features using a simple approach to copy: state the benefit clearly and concisely with a bold headline, and describe it with 1 detailed sentence. For example:

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**Make your customer
service stand out**

Reduce friction with software that's
designed to increase speed and efficiency—
and turn your team of agents into experts.

Benefits like these are easy to understand, especially you only need 3-6 simple words to describe it:

1. Make your customer service stand out
2. Act with intelligence
3. Grow without growing pains

Each description uses clear, direct copy - and in this case, each description is between 18-23 words:

1. *Reduce friction with software that's designed to increase speed and efficiency—and turn your team of agents into experts.*
2. *Customize your reports and get insights into the metrics that matter: the health of your customer base and how it affects your business.*
3. *Scaling is easy because our technology works right out of the box, integrates with other tools, and expands to fit your business.*

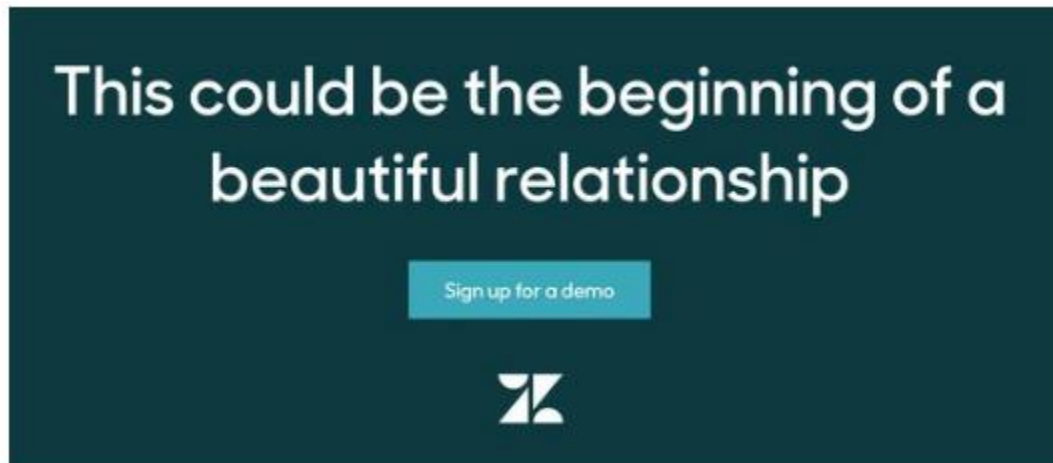
Read those descriptions again and you could envision WHO Zendesk is talking to in each case. Multiple audiences are in mind:

- “...turn your team of agents into experts” could be directed to a Customer Service or Helpdesk manager, and
- Phrases like “Act with intelligence” and “Scaling is easy” are certainly directed toward leaders responsible for setting goals, reviewing performance, and building teams within a company

At the bottom of the page, Zendesk makes an appeal that's personal and still ties into the “relationship” theme, and repeats its main call to action:

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All totaled, the entire page has *less than 150 words* on it, but with focused, clear copy, Zendesk doesn't need more than that to deliver its message to the target audience.